

What is claimed is:

- 1. A method for pricing an electronics assembly system solution for a customer comprising the steps of:
- a. predicting, with the aid of a computer model, a customer benefit to be realized through the use of the electronics assembly system solution;
 - b. generating a customer benefit guarantee based on the predicted customer benefit; and
 - c. communicating a message relating to the customer benefit guarantee associated with the predicted customer benefit.
- The method according to claim 1, in which the customer benefit guarantee comprises a particular cost of ownership of the electronics assembly system.
- 3. The method according to claim 1, wherein the prediction is performed using a computer model that represents the electronics assembly system at a material flow level of abstraction.
- 4. The method according to claim 1, wherein the step of predicting a customer benefit with the aid of a computer model comprises the steps of: entering data into an input interface; transferring data from the input interface to a modeling tool; and building a simulation with the modeling tool utilizing the transferred data.
- 5. The method according to claim 4, wherein the simulation comprises a discrete event simulation.

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- 6. The method according to claim 4, wherein the step of entering data is performed on a client device and the step of building the simulation is performed on a server device.
- 7. The method according to claim 4, wherein the input interface comprises a spread sheet.
- 8. The method according to claim 4, wherein the input interface comprises a web form.
- 9. The method according to claim 1, wherein the computer model comprises a customized user interface.
- 10. The method according to claim 1, wherein the prediction is performed using a computer model that represents the electronics assembly system and simulates an aspect of the behavior of the system.
- 11. The method according to claim 1, wherein the prediction is performed during a particular customer session.
- 12. The method according to claim 1, comprising the further step of offering the electronics assembly solution at a price that is a function of the guaranteed customer benefit.
- 13. The method according to claim 1, comprising the further step of offering the electronics assembly solution at a price that is a preselected fraction of the guaranteed customer benefit.
- 14. The method according to claim 12, wherein value corresponding to the price for the electronics assembly solution is collected after the customer benefit is realized.

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- 15. A method for financing the price of a customer's purchase of an electronics assembly system solution, the method comprising the steps of:
 - a. providing an electronics assembly system solution;
 - b. computing a customer benefit associated with the solution;

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- c. computing a monetary value based on the customer benefit; and
- d. collecting from the customer an amount based on the computed monetary value.
- 16. The method according to claim 15, wherein the step of computing a customer benefit comprises modeling the electronics assembly system solution at a material flow level of abstraction.
- 17. The method according to claim 16, wherein the step of computing a customer benefit comprises the steps of:

entering data into an input interface;

transferring data from the input interface to a modeling tool; and building a simulation with the modeling tool utilizing the transferred data.

- 18. The method according to claim 17, wherein the simulation comprises a discrete event simulation.
- 19. The method according to claim 17, wherein the step of entering data is performed on a client device and the step of building the simulation is performed on a server device.
- 20. The method according to claim 17, wherein the input interface comprises a spread sheet.
- 21. The method according to claim 17, wherein the input interface comprises a web form.

- 22. The method according to claim 15, wherein the step of computing a customer benefit is performed using a computer model that represents the electronics assembly system and simulates an aspect of the behavior of the system.
- 23. The method according to claim 15, wherein the computed monetary value is based on actual customer benefit realized during use of the electronics assembly system solution.
- 24. The method according to claim 15, wherein the collected amount comprises a fixed price portion and a variable portion based on actual customer benefit realized during use of the electronics assembly system solution.
- 25. The method according to claim 23, wherein the customer benefit is computed using a computer model.
- 26. The method according to claim 25, wherein the computer model represents the system at a material flow level of abstraction.
- 27. The method according to claim 25, wherein the computer model comprises a portion that simulates at least an aspect of the behavior of the system.
- 28. A method for selling a customer an electronic assembly system solution, the method comprising the steps of:
- a. offering a performance-based contract for sale of the assembly system solution, wherein the price of the solution is a function of the performance of the solution;

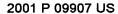
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- b. upon customer acceptance, delivering the assembly system solution:
- c. monitoring the performance of the assembly system solution;
- d. assessing compensation based upon the monitored performance and the price function.
- 29. The method according to claim 28, wherein the performance of the system is predicted using a computer model.
- 30. The method according to claim 29, wherein the step of computing system performance comprises modeling the electronics assembly system at a material flow level of abstraction.
- 31. The method according to claim 29, wherein the step of computing system performance comprises the steps of:

entering data into an input interface;

transferring the data from the input interface to a modeling tool; and building a simulation with the modeling tool utilizing the transferred data.

- 32. The method according to claim 31, wherein the simulation comprises a discrete event simulation.
- 33. The method according to claim 31, wherein the step of entering data is performed on a client device and the step of building the simulation is performed on a server device.
- 34. The method according to claim 31, wherein the input interface comprises a spread sheet.



- 35. The method according to claim 31, wherein the input interface comprises a web form.
- 36. The method according to claim 29, wherein the step of computing system performance is performed using a computer model that represents the electronics assembly system and simulates an aspect of the behavior of the system.
- 37. The method according to claim 29, wherein the computer model represents the system at a material flow level of abstraction.

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